ABSTRACT OF THE DISCLOSURE

An antistatic property is provided for the ink used for printing on a transparent or semi-transparent plastic film. A binding component of this ink is a complex composition of two or more polyurethane resins. An excellent antistatic printed material is obtained by making the ink for backing up antistatic. The ink is prepared by adding an antistatic agent comprising a mixed composition of a fatty acid dimethylethyl ammonium ethosulfate and polyoxyethylene alkyl ether to s vehicle binder as an organic solvent solution for an ester-based polyurethane resin comprising a mixed composition of high Tg polymer and low Tg polymer. An antistatic plastic film is obtained by backing up the film with this ink. Thus, the plastic film is antistatic, with improved performance and reduced cost as compared to the conventional method of making a film antistatic. Further the aqueous antistatic print ink is effective in overcoming the environmental contaminations.